
WINSTON Launch Meeting Agenda

I. Evening Prior to Meeting

- Arrival prior to 6 p.m. (all Managers, Sales Reps and Retail Reps)
- 6:00 - 7:00 p.m. Cocktail Party
- 7:00 p.m. Dinner
 - AVP/RM Welcome, Set Meeting Expectations

II. Meeting Day

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| 6:45 - 8:00 a.m. | Continental Breakfast |
| 8:00 - 10:15 a.m. | <ul style="list-style-type: none">• General Session, WINSTON Launch Overview<ul style="list-style-type: none">- Test Market Learning- 1997 Brand Objective- Advertising- General Market Retail- Direct Marketing- Grass Roots- WINSTON Motorsports- Jump Start- Launch Expectations• RSM Expectations, Breakout Session Direction |
| 10:15 - 10:30 a.m. | Break |
| 10:30 a.m. - 12:00 p.m. | <p>Division Breakout Sessions,
WINSTON Launch/Overall Workplan Tactics</p> <ul style="list-style-type: none">- Review WINSTON Fact Book- Review Workplan Incorporating WINSTON Launch with Other Workplan Objectives- Develop Action Plans to Minimize Return Goods at Wholesale and Retail- Develop Action Plans to Maximize Effective Execution of All Promotional Activities |
| 12:00 - 1:00 p.m. | Lunch |
| 1:00 - 2:00 p.m. | Continue Breakouts |
| 2:00 p.m. | Departure |

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